There are huge obstacles to overcome

Lack of access
Quality solar lights are not available in most remote rural communities which do not have electricity.

Lack of awareness & trust
Even if they are available most people are not familiar with this new technology or worse have had experience of fake products.

Affordability
People living below the poverty line have limited funds to buy a solar light, and no access to credit despite obvious savings.
A beacon of light

Bringing together the best of NGO & business based approaches

Business
Non-Profit
Hybrid
The SunnyMoney Way

School Campaigns
Get the market started and build trust by offering entry level solar lights at special prices

Agents and Shops
Sell and distribute the full range of affordable solar lights and products

Driving Demand
New products, promotions, advertising, media campaigns, brand building and customer care build demand for off grid lighting

SunnyMoney is a social enterprise owned by SolarAid.
1.7 million solar lights shining in Africa

- 1.7 million solar lights sold
- 10 million people reached
- 890,000 kg CO2 averted*
- $230 million in savings*
- 2 billion homework hours created*

*over three years

Cumulative light sales

To Apr 2015

Uganda
Malawi
Zambia
Kenya
Tanzania
We are helping to catalyse whole markets

In Kenya and Tanzania the solar light market is taking off

Where we have succeeded
Over 10%

Where we are working
1 – 10%

Rest of Sub-Saharan Africa
Less than 3%

15% +

2012: 3% of households in Lake Zone, of Tanzania had solar.
2013: SolarAid starts school campaigns.
2014: Over 50% of households use solar lights

The Greenlight Planet Eco Easy Buy™ is the same great Sun King™ Eco solar study light made PAYG-ready with Angaza's embedded data transfer technology. It provides clean, bright LED light that replaces inefficient kerosene wick lamps in the home. After a single day of charging, it shines for four hours in its brightest mode.

- **Contents**: LED light unit and stand with detached PV panel
- **Runtime**: High: 4 hrs, Normal: 8 hrs, Low: 30 hrs
- **Power**: 5-Watt, 4.7V thin-film solar panel with aluminum frame
- **Battery**: 600 mAh Lithium Ferro-Phosphate, 5+ year lifetime
- **Enclosure**: Polycarbonate & ABS IP64 rated, water-resistant

Internal technology meters energy output and allows for secure communication to the Angaza Energy Hub.
Entry-level lights are just the first rung on the Energy Ladder.

Entry-level customers are more likely to invest in mid-range products and solar home systems.

Off-grid lighting customers are more likely to access finance and mobile.
“SolarAid’s SunnyMoney model acts as a market primer for companies like ours.”
Erica Mackey, Off-Grid:Electric, Tanzania’s leading solar-as-a-service company
Research: Building the Evidence Base

- Over 30,000 research interactions across Kenya, Tanzania, Zambia, Malawi, Uganda since 2012
- Largest-ever study on solar lights and poverty with Google and ETH Zurich
- Impact on education with Stanford
- Contribution to indoor air pollution by Berkeley
- Possibilities for recycling with University of Edinburgh
Policy: Changing the way we think about energy

USA: the eradication of the kerosene lamp part of the Energise Africa Act.

WEST AFRICA: Including off-grid lighting in the efficient lighting policy to be adopted by 15 governments.

EAST & SOUTHERN AFRICA: Lobbying for the reduction in VAT & tariffs on solar lights.

EUROPE: Attracting investment to the industry.

CHINA: Helping manufacturers design affordable quality solar lights.

GLOBALLY: Supporting global initiatives including GOGLA, SE4ALL, Power4ALL.
Challenges & Opportunities

Developed Markets (e.g. Kenya, Tanzania):
❖ Huge influx of cheap, poor quality products => promote quality in the marketplace, support preferential VAT/tariffs for quality products
❖ Intense Competition => go where others won’t go
❖ Need for higher margins => explore lower cost routes to market, focus on moving people up the energy ladder

Potential Markets (e.g. Malawi):
❖ Creating trust and demand is not enough
❖ Affordability => cheapest quality products, entry-level PAYG + lobbying to reduce VAT/tariff
Concentrated Market Growth, Unrealised Potential

Lighting Africa figures show that 78% of quality solar light sales were in Ethiopia, Kenya and Tanzania alone.

Ethiopia: 23%
Kenya: 33%
Tanzania: 22%
Rest of Africa: 22%

We urgently need to create the conditions for off-grid lighting markets to grow across the continent and around the world.